

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Ginny Murphy

**FROM:** Eric Osterm

**SUBJECT:** Legal Approval for Additional 'Zines

**DATE:** April 8, 1994

Enclosed are copies of some additional 'Zines that PM and Leo Burnett Media are recommending for inclusion in the 1994 media plan:

Ocean Drive  
SOMA  
Raygun  
Pulse

As you know, these publications are not measured by syndicated research and thus it is difficult to quantify the readership demographics. However, based on feedback from the magazines, and our own evaluations, we are recommending the above four books.

Please call me to discuss as space closings are approaching.

Thanks.

RC

EO/eo

cc: PM  
R. Camisa  
D. Cirine  
S. Jannetta  
C. Tucker

2041880025